

62,07 1954/55

Waller Brothers

JUDSONIA, ARKANSAS



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See page 29, Official P. O. Guide.

WALLER BROS.

Plant Season Greetings

FROM WALLER BROTHERS

It is always with a sense of great responsibility that we face the opening of another plant season. We are proud of our record and the place that we have won in the opinion of growers the world over. It has not been easy to attain this reputation. We have survived unfavorable weather conditions and labor shortage years in the past—seasons in which it seemed that despite our best efforts we could not maintain those standards of service which have always been our established code.

Yet with all of this—with good years and bad—our files bulge with letters complimenting us on the high quality of the plants that we have so carefully grown and packed. In the beginning each of these satisfied customers did the only thing that we asked by giving us the opportunity to prove that we merit the name, "The Honest Plant Growers".

We would like to make many new friends this season. Remember that no order is too large or too small to receive our welcome and careful attention.

WALLER BROTHERS



Strawberry Collections

No. 1—\$2.75—Postpaid

50 Armore
50 Bellmar
50 Albritton

—::—

No. 2—\$5.50—Postpaid

100 Armore
100 Bellmar
100 Albritton

—::—

No. 3—\$5.50—Postpaid

100 Blakemore
100 Robinson
100 Tennessean 965

—::—

No. 4—\$5.00—Postpaid (Everbearing Varieties)

50 Streamliner
50 Superfection
50 20th Century

HISTORY OF THE
TREE EVERBEARING BLACKBERRY

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some seven years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVERBEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without any injury.

Berries are round, very large, extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen, therefore its possibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we fruited some of them the past five seasons with very satisfactory results.

Twentieth Century Everbearing

(Description by the Originator)

1. **QUALITY:** One of the highest quality berries grown today. Very low acid content. Classed with Rockhill for flavor and mildness.

2. **SIZE:** In size of fruit it ranks at the top. Remarkably large on the average considering its continuous production for a period of six months the same season the plants are set out.

3. **FIRMNESS:** Firmness and ability to stand commercial handling, makes it the first choice of the retail merchants.

4. **HIGH PRODUCTION:** 20th Century Everbearer is a vigorous disease resistant plant. No other kind can produce continuously the whole summer.

5. **GOOD REPRODUCTION:** A good plant maker. No longer is it necessary to buy plants every year to maintain your plot of everbearers.

Thornless Boysenberry

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage, as it gets your berries on the market while the prices are higher, and that often means a big difference in your profit. Canes are smooth as velvet. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

PLANTING AND CULTURE OF VINE BERRIES

The best time to set our plants is as early in the spring as the ground is workable. Plants should be set in rows 8 or 9 feet each way.

Planting Promptly: Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in furrow; shelter from sun until ground is ready for plants.

Fertilizing: If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do not put any fertilizer under the hill when planting, as that will burn them up. However, owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary,

Dewberry - Blackberry

We are offering a new Dewberry - Blackberry cross this is most outstanding in its earliness, size and vigor. There are two strains of the cross. One which ripens right in behind the strawberry season, another which comes about 7 to 10 days later. The first of the berries is called Earli-Ness and has a value largely for the fresh market. The next one, known as Big-Ness, is extremely large and attractive in appearance and is the best berry that we have found for quick freezing. The multiplication is similar to that of the Young and Boysenberry. In addition to the commercial angle of this berry, it has great possibilities for special home garden sales at a fancy price. We have only a very limited amount of these plants for sale.

The Streamliner

Everbearing originated in Northeastern Oregon. Berries are extremely large and hold their size well through the season. They are almost round in shape, attractive, smooth, deep gloss red in color, very sweet, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than GEM.

Superfection

Superfection was originated by the plant breeder who discovered Gem. The berries of Superfection ripen from July until frost. The fruit is firm, good for shipping and the berries continue of good size as the season progresses. You will not be disappointed in this everbearing variety. **Waller Brothers** say that this is the best everbearing on our list.

preferably in late fall or early spring.

Trellising: The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off ground and the second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

Pruning: Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then, when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

Over 100 Acres Strawberry Plants Under Irrigation

Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no condition shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

Gem

From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in

late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and usually as good in size and quality.

Brilliant Super Everbearing Strawberry

Plant Patent No. 1183—Looking for a very heavy producer? Try Brilliant. Tests show 7,000 quarts from one acre in the very first year. It produces large, glossy berries in a few weeks after planting and keeps right on producing until fall. Often called the Super-Bearer, Brilliant is a bright, glistening berry sure to please you with its outstanding production of big crops during months when strawberries are but a fond June memory. Brilliant rates as a good freezer.

PRICES ARE POST PAID

12	25	50	100	250	500	1,000
\$1.75	\$3.25	\$5.75	\$9.95	\$18.75	\$42.85	\$75.00

Red Rich Everbearing Strawberry



Red Rich is a Plant Patent No. 933. This variety is a hybrid of the WAYZATA Everbearing Variety, and FAIRFAX and is the result of over 15,000 seedlings. RED RICH is the best everbearing variety of the day by the University of Illinois test. They say of the 29 everbearing varieties tested last season RED RICH is by far the best. RED RICH is unsurpassed as a freezing berry. Firm and deep red clear through, does not mush up when thawed out. Being honey-sweet it requires little sugar. RED RICH is a large rugged plant. Starts to bear 60 days after set out. You will be pleased with this variety.

POST PAID PRICES

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$55.00



A FIELD OF OUR BLAKEMORE UNDER IRRIGATION

Albriton

A midseason to late variety, suitable for production in the east from Delaware south to northern Georgia, and across Alabama, Mississippi, Louisiana and Arkansas.

Armore

Crossing the Aroma berry and Blakemore strawberry has produced what many Missouri strawberry growers consider the perfect variety. Named ARMORE by the originator, H. S. Swartz of the University of Missouri. The variety has been tested extensively in the important growing areas of the state. The berries are large size, bright red in color and are very firm. Plants are strong and vigorous and are prolific producers of quality fruit that promise to make an important place for the new variety on the market. The yield has been as much as 100 crates per acre more than the nearest competing variety which is Blakemore. Fruit begins ripening a few days later than the Blakemore and plants continue to produce after all the Aroma berries are harvested. In contrast to many varieties the size remains uniformly large even to the last picking. Our supply of these plants is very limited, however, Waller Brothers would be very glad for you to try out this new and promising variety in your area.

Bellmar

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier, the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green caps gives them a very effective appearance. This, together with their large size, makes them one of the most beautiful berries we have ever grown.

Blakemore

Our "Number One" berry this year. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of the berries shipped from White County, Arkansas, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse and unlike in any other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

Senator Dunlap

An old favorite garden and canning variety in many sections of Northern and Central States. DUNLAP's greatest advantage is good growth and production under almost any condition. Very free bedding and productive of medium, dark red fruit for table purposes.

Klondyke

The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the markets.

Klommere

This variety comes from Louisiana where the growers have been growing it for the past eleven years, and many of them have discarded all other varieties claiming Klommere is superior to Blakemore and Klondyke for earliness, prolific bearing, as well as its delicious flavor. Klondykes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry — The Klommere. It is a good shipper, disease resistant and a high yielder as well. This berry has an incomparable taste, flavor and rich coloring essential to the American springtime appetite.

Missionary

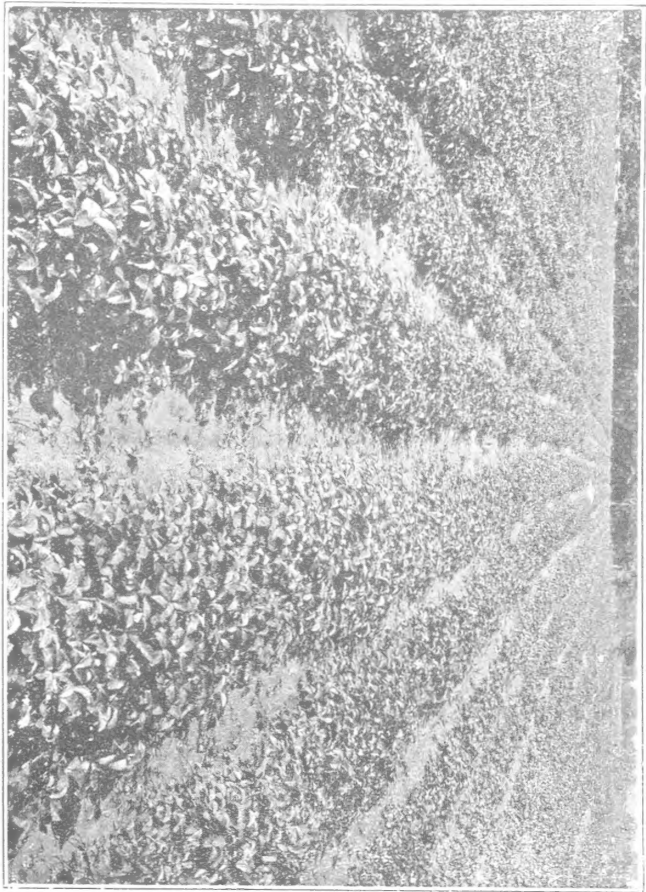
The Missionary, even after a quarter of a century of extensive planting is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower and produces an average yield of high-quality berries.

We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States.

Robinson

This is a comparatively new variety being given favorable comment from many Michigan plant growers. The berries are generally large size, bright red color. It seems to be a very good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier.



Tennessee Beauty

The Tennessee Beauty is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries grown. Tests have shown that it may replace the Aroma or Catskill as a late berry with some growers. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states. Since this berry is a patented variety we sell to you with the understanding that you are not to sell them to others.

Tennessean 965

This is a new variety originated at the West Tennessee Experiment Station and is a cross made by J. P. Overcash with two Tennessee developed varieties. Its blossoms late and ripens early. Its long-shaped, glossy, attractive fruit appeals to the casual observer. Time of blossoming is somewhat later than that for Blakemore which often results in less cold injury. The late blooming combined with early ripening of this berry will appeal to many strawberry growers.

A yield plot of this strawberry in 1947 produced 382 crates per acre compared with 344 crates for the Tennessee Shipper and 325 for the Blakemore on nearby plots.

Shipping tests made in 1947 indicate that the Tennessean 965 is acceptable for handling and marketing. This strawberry runs somewhat larger than the Blakemore. It packs 84 per box; the Blakemore 99; and Tennessee Shipper 111.

Tennessean appears about the equal of the Blakemore as a plant maker. A very large number of runner plants develop and the rows are filled out.

New Florida No. 90 Berry

The Florida 90, developed for growing in this area, is said to be one of the best producing plants of the many varieties available. The 90 produces a berry that is red all through, and not white inside as the Missionary variety planted here for many years. The 90 also produce a long berry instead of the short, plump Missionary, and grows the berries under top leaves of the plant, affording protection from frost and cold. The 90 was developed for this section and promises to be a life-saver in the next few seasons for this vast strawberry-growing area.

VINE BERRIES
Dewberry - Blackberry

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INSTRUCTIONS

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No order will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2.00 or less. We prefer money order.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

NOTICE

WE ARE DEALERS FOR "IRECO" IRRIGATION EQUIPMENT FOR THIS TERRITORY.

If you are interested in securing any part of Portable Sprinkler type irrigation, please contact—

JAMES WALLER
Judsonia, Arkansas

THE CULTURE OF STRAWBERRY PLANTS

Soil Requirements and Site: Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation, good plants, and good sense. Any average garden soil can be expected to produce a satisfactory crop of both plants and fruit. However, the ideal soil for strawberries is a fertile, deep, well drained sandy loam. All the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the water-holding capacity, and moisture is very essential for maximum production. In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope being warmer will make for an early start in growth and will cause the plant to bear fruit much earlier, but for that reason is more subject to late frosts. In sections where frost are not usually a serious hindrance, many fields of low elevation are good locations for strawberries.

Preparation of Soil: It is very important that the soil be properly prepared. The land should be plowed in late winter or spring. If some cover crop has been grown, the soil will work up better if the soil is disced thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distance wanted. If commercial fertilizer is used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

Types of Fertilizer: As for types of fertilizer for the plants, no kind is better than well-rotted stable manure or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the larger growers. The growers should take great care in applying the fertilizer so as to avoid possible injury in applying before planting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda, Sulfate of Ammonia or Potash Salts will injure the plants and often kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

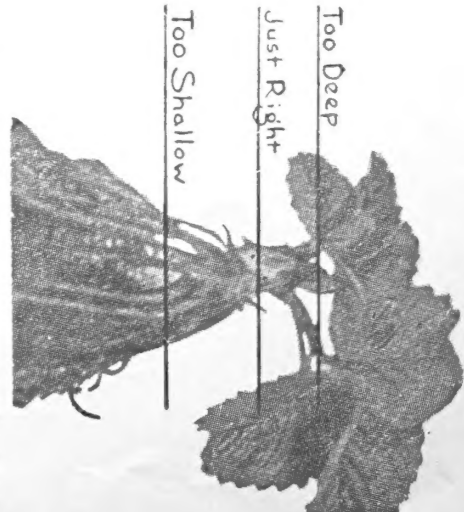
Time To Set Plants: Early spring is the best time to plant strawberries, for even light frosts which do not lift or heave the ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

Distance To Set Plants: Plants should be set in rows 3 or 4 feet apart, or even as much as 4 1/2 feet if the soil is very fertile. The plants can be set 15 to 30 inches apart in the rows, depending on the variety, the condition of land, earliness of setting, and the quality of plants.

Method of Setting Plants: A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spread the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed.

Cultivation: The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1 1/2 inches is deep enough for the hoe, or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

Cutting Blossoms: Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plants in overcoming unfavorable conditions and in starting growth and producing runners.



PRICE LIST

FALL 1954—SPRING 1955

Office No. 58

TELEPHONES

Residence No. 78

THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

	(100)	(250)	(500)	(1000)	(5000)
Albriton.....	\$3.00	\$5.00	\$7.50	\$12.50	\$
Armore.....	2.00	4.00	5.50	10.00	48.75
Bellmar.....	2.00	4.00	5.50	10.00	48.75
Blakemore.....	2.00	3.75	4.50	8.00	38.75
Klondyke.....	2.00	3.75	4.75	9.00	43.75
Klommere.....	2.00	3.75	4.75	9.00	43.75
Missionary.....	2.00	3.75	4.75	9.00	43.75
Robinson.....	2.00	4.00	5.50	10.00	48.75
Tennessean 965.....	2.00	3.75	4.75	9.00	43.75
Tennessee Beauty.....	2.00	3.75	4.50	8.00	38.75
Dunlap.....	2.00	3.75	4.50	8.00	38.75
Florida No. 90.....	2.00	4.00	5.50	10.00	48.75

EVERBEARING VARIETIES

	3.00	6.50	10.00	18.50
Com. (Superfection, Streamliner and 20th Century offered in our Collection No. 4 on reverse side of Price List.)				
BOYSEN BERRY (Post Paid)	12 Plants — \$1.50	25 Plants — \$3.00		
DEWBERRY - BLACKBERRY (Post Paid)	50 Plants—\$4.00	100 Plants—\$7.00	500 Plants—\$20.00	1,000 Plants—\$35.00
3 Plants—\$1.00	6 Plants—\$1.75	12 Plants—\$3.00		
TREE EVERBEARING BLACKBERRIES (Post Paid)	1 Plant—\$1.00	3 Plants—\$2.75	6 Plants—\$5.00	12 Plants—\$9.00

WALLER BROTHERS

ORDER BLANK

NAME	JUDSONIA, ARKANSAS	DATE OF ORDER	
ADDRESS		SHIP WHEN	
POST OFFICE	LONG DIST. PHONE 58		
STATE	RESIDENCE PHONE 78		
EXPRESS OFFICE (IF DIFFERENT THAN POST OFFICE)	EXPRESS <input type="checkbox"/> MAIL <input type="checkbox"/>	AMOUNT ENCLOSED \$	
QUANTITY ORDERED	NAME OF PLANTS	REMARKS	

NAME	ADDRESS
NAME	ADDRESS
NAME	ADDRESS

ATTENTION: ARKANSAS CUSTOMERS, PLEASE ADD 2 PER CENT SALES TAX TO YOUR ORDERS. PLEASE ADD THE NAMES OF A FEW FRIENDS WHO MIGHT BE INTERESTED IN OUR CATALOG.



A BLOCK OF OUR IRRIGATED MISSIONARY

